

CONTRACT



KOAT
3801 Carlisle Blvd. NE
Albuquerque, NM 87107
(505)884-7777

www.koat.com

And:

Greer Margolis Mitchell Burns
1010 Wisconsin Ave, Suite 800
Washington, DC 20007

Contract / Revision 938958 /		Alt Order # 06259023
Product Issue		
Contract Dates 09/25/12 - 11/06/12		Estimate # 1540 DSCC #1540
Advertiser Democratic Senatorial Campaign Committee		Original Date / Revision 08/02/12 / 08/02/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KOAT	Account Executive Mary Tricoli	Sales Office HRP -Washington
Special Handling		
Demographic Adults 35+		
IDB# 9912856	Advertiser Code 49	Product Code 53
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KOAT	09/25/12	11/05/12	Action 7 News @ 10p M-F	10-1030p		:30			NM	20	\$38,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/25/12	10/01/12	MTWTF--				5	\$1,900.00			
	Week:	10/02/12	10/08/12	MTWTF--				3	\$1,900.00			
	Week:	10/09/12	10/15/12	MTWTF--				3	\$1,900.00			
	Week:	10/16/12	10/22/12	MTWTF--				3	\$1,900.00			
	Week:	10/23/12	10/29/12	MTWTF--				3	\$1,900.00			
	Week:	10/30/12	11/05/12	MTWTF--				3	\$1,900.00			
N 2	KOAT	09/25/12	11/05/12	The View 10-11a	10-11a		:30			NM	27	\$12,825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/25/12	10/01/12	MTWTF--				3	\$475.00			
	Week:	10/02/12	10/08/12	MTWTF--				3	\$475.00			
	Week:	10/09/12	10/15/12	MTWTF--				3	\$475.00			
	Week:	10/16/12	10/22/12	MTWTF--				5	\$475.00			
	Week:	10/23/12	10/29/12	MTWTF--				5	\$475.00			
	Week:	10/30/12	11/05/12	MTWTF--				8	\$475.00			
N 3	KOAT	09/25/12	11/05/12	Action 7 News @ 1030p	1030-1105p		:30			NM	30	\$37,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/25/12	10/01/12	MTWTF--				5	\$1,250.00			
	Week:	10/02/12	10/08/12	MTWTF--				5	\$1,250.00			
	Week:	10/09/12	10/15/12	MTWTF--				5	\$1,250.00			
	Week:	10/16/12	10/22/12	MTWTF--				5	\$1,250.00			
	Week:	10/23/12	10/29/12	MTWTF--				5	\$1,250.00			
	Week:	10/30/12	11/05/12	MTWTF--				5	\$1,250.00			
N 4	KOAT	09/25/12	11/05/12	Nightline	1105-1135p		:30			NM	27	\$9,450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/25/12	10/01/12	MTWTF--				2	\$350.00			
	Week:	10/02/12	10/08/12	MTWTF--				5	\$350.00			
	Week:	10/09/12	10/15/12	MTWTF--				5	\$350.00			
	Week:	10/16/12	10/22/12	MTWTF--				5	\$350.00			
	Week:	10/23/12	10/29/12	MTWTF--				5	\$350.00			
	Week:	10/30/12	11/05/12	MTWTF--				5	\$350.00			

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<u>Contract / Revision</u>		<u>Alt Order #</u>
938958 /		06259023
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/25/12 - 11/06/12	Issue	1540 DSCC #1540
<u>Advertiser</u>		<u>Original Date / Revision</u>
Democratic Senatorial Ca		08/02/12 / 08/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 5	KOAT	09/25/12	11/05/12	Kimmel	1135p-1235a		:30			NM	31	\$3,875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				6	\$125.00			
Week:		10/02/12	10/08/12	MTWTF--				5	\$125.00			
Week:		10/09/12	10/15/12	MTWTF--				5	\$125.00			
Week:		10/16/12	10/22/12	MTWTF--				5	\$125.00			
Week:		10/23/12	10/29/12	MTWTF--				5	\$125.00			
Week:		10/30/12	11/05/12	MTWTF--				5	\$125.00			
N 6	KOAT	10/16/12	11/05/12	Anderson Cooper	11a-12n		:30			NM	15	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				5	\$250.00			
Week:		10/23/12	10/29/12	MTWTF--				5	\$250.00			
Week:		10/30/12	11/05/12	MTWTF--				5	\$250.00			
N 7	KOAT	10/16/12	11/05/12	Chew, The	12-1pm		:30			NM	9	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				3	\$200.00			
Week:		10/23/12	10/29/12	MTWTF--				3	\$200.00			
Week:		10/30/12	11/05/12	MTWTF--				3	\$200.00			
N 8	KOAT	10/16/12	11/05/12	General Hospital	2-3p/1-2p		:30			NM	15	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/16/12	10/22/12	MTWTF--				5	\$250.00			
Week:		10/23/12	10/29/12	MTWTF--				5	\$250.00			
Week:		10/30/12	11/05/12	MTWTF--				5	\$250.00			
N 9	KOAT	09/25/12	11/05/12	Ellen 3-4p	3-4p		:30			NM	27	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	-TWTF--				4	\$400.00			
Week:		10/02/12	10/08/12	MTWTF--				4	\$400.00			
Week:		10/09/12	10/15/12	MTWTF--				4	\$400.00			
Week:		10/16/12	10/22/12	MTWTF--				5	\$400.00			
Week:		10/23/12	10/29/12	MTWTF--				5	\$400.00			
Week:		10/30/12	11/05/12	MTWTF--				5	\$400.00			
N 10	KOAT	09/25/12	11/05/12	Action 7 News @ 5p	5-530p		:30			NM	30	\$33,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				5	\$1,100.00			
Week:		10/02/12	10/08/12	MTWTF--				5	\$1,100.00			
Week:		10/09/12	10/15/12	MTWTF--				5	\$1,100.00			
Week:		10/16/12	10/22/12	MTWTF--				5	\$1,100.00			
Week:		10/23/12	10/29/12	MTWTF--				5	\$1,100.00			
Week:		10/30/12	11/05/12	MTWTF--				5	\$1,100.00			
N 11	KOAT	09/25/12	11/05/12	Action 7 News @ 6p	6-630p		:30			NM	20	\$26,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/25/12	10/01/12	MTWTF--				5	\$1,300.00			
Week:		10/02/12	10/08/12	MTWTF--				3	\$1,300.00			
Week:		10/09/12	10/15/12	MTWTF--				3	\$1,300.00			
Week:		10/16/12	10/22/12	MTWTF--				3	\$1,300.00			
Week:		10/23/12	10/29/12	MTWTF--				3	\$1,300.00			
Week:		10/30/12	11/05/12	MTWTF--				3	\$1,300.00			
N 12	KOAT	09/25/12	11/05/12	6a A7N More In The AM	6-7a		:30			NM	25	\$30,625.00

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<u>Contract / Revision</u> 938958 /		<u>Alt Order #</u> 06259023
<u>Contract Dates</u> 09/25/12 - 11/06/12	<u>Product</u> Issue	<u>Estimate #</u> 1540 DSCC #1540
<u>Advertiser</u> Democratic Senatorial Ca		<u>Original Date / Revision</u> 08/02/12 / 08/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		09/25/12	10/01/12	MTWTF--				4	\$1,225.00			
Week:		10/02/12	10/08/12	MTWTF--				3	\$1,225.00			
Week:		10/09/12	10/15/12	MTWTF--				3	\$1,225.00			
Week:		10/16/12	10/22/12	MTWTF--				5	\$1,225.00			
Week:		10/23/12	10/29/12	MTWTF--				5	\$1,225.00			
Week:		10/30/12	11/05/12	MTWTF--				5	\$1,225.00			
N 13	KOAT	10/16/12	11/05/12	Entertainment Tonight 630-7p	630-7p		:30			NM	3	\$3,300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		10/16/12	10/22/12	MTWTF--				1	\$1,100.00			
Week:		10/23/12	10/29/12	MTWTF--				1	\$1,100.00			
Week:		10/30/12	11/05/12	MTWTF--				1	\$1,100.00			
N 14	KOAT	09/25/12	11/05/12	Good Morning America	7-9a		:30			NM	24	\$20,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		09/25/12	10/01/12	MTWTF--				1	\$850.00			
Week:		10/02/12	10/08/12	MTWTF--				4	\$850.00			
Week:		10/09/12	10/15/12	MTWTF--				4	\$850.00			
Week:		10/16/12	10/22/12	MTWTF--				5	\$850.00			
Week:		10/23/12	10/29/12	MTWTF--				5	\$850.00			
Week:		10/30/12	11/05/12	MTWTF--				5	\$850.00			
N 15	KOAT	09/25/12	11/05/12	Live with Regis & Kelly 9-10a	9-10a		:30			NM	27	\$12,825.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		09/25/12	10/01/12	-TWTF--				3	\$475.00			
Week:		10/02/12	10/08/12	MTWTF--				3	\$475.00			
Week:		10/09/12	10/15/12	MTWTF--				3	\$475.00			
Week:		10/16/12	10/22/12	MTWTF--				5	\$475.00			
Week:		10/23/12	10/29/12	MTWTF--				5	\$475.00			
Week:		10/30/12	11/05/12	MTWTF--				8	\$475.00			
N 16	KOAT	10/19/12	11/02/12	20/20	9-10p		:30			NM	3	\$6,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		10/15/12	10/21/12	----1--				1	\$2,200.00			
Week:		10/22/12	10/28/12	----1--				1	\$2,200.00			
Week:		10/29/12	11/04/12	----1--				1	\$2,200.00			
N 17	KOAT	10/20/12	11/03/12	Action 7 News @ 10p Sat	10-1035p		:30			NM	3	\$5,100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		10/15/12	10/21/12	-----1-				1	\$1,700.00			
Week:		10/22/12	10/28/12	-----1-				1	\$1,700.00			
Week:		10/29/12	11/04/12	-----1-				1	\$1,700.00			
N 18	KOAT	09/29/12	11/03/12	Action 7 News @ 5p Sat	5-530p		:30			NM	6	\$3,300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		09/24/12	09/30/12	-----1-				1	\$550.00			
Week:		10/01/12	10/07/12	-----1-				1	\$550.00			
Week:		10/08/12	10/14/12	-----1-				1	\$550.00			
Week:		10/15/12	10/21/12	-----1-				1	\$550.00			
Week:		10/22/12	10/28/12	-----1-				1	\$550.00			
Week:		10/29/12	11/04/12	-----1-				1	\$550.00			
N 19	KOAT	09/29/12	11/03/12	Sa 6a A7N More in the AM	6-9a		:30			NM	6	\$3,750.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		09/24/12	09/30/12	-----1-				1	\$625.00			

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<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		10/01/12	10/07/12	-----1-				1	\$625.00			
Week:		10/08/12	10/14/12	-----1-				1	\$625.00			
Week:		10/15/12	10/21/12	-----1-				1	\$625.00			
Week:		10/22/12	10/28/12	-----1-				1	\$625.00			
Week:		10/29/12	11/04/12	-----1-				1	\$625.00			
N 20	KOAT	10/21/12	11/04/12	Action 7 News @ 10p Sun	10-1030p		:30			NM	3	\$6,300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		10/15/12	10/21/12	-----1				1	\$2,100.00			
Week:		10/22/12	10/28/12	-----1				1	\$2,100.00			
Week:		10/29/12	11/04/12	-----1				1	\$2,100.00			
N 21	KOAT	10/21/12	11/04/12	Action 7 News @ 1030p Sun	1030-1105p		:30			NM	3	\$3,750.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		10/15/12	10/21/12	-----1				1	\$1,250.00			
Week:		10/22/12	10/28/12	-----1				1	\$1,250.00			
Week:		10/29/12	11/04/12	-----1				1	\$1,250.00			
N 22	KOAT	09/30/12	11/04/12	ET Weekend Su 4-5p	4-5p		:30			NM	6	\$2,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		09/24/12	09/30/12	-----1				1	\$400.00			
Week:		10/01/12	10/07/12	-----1				1	\$400.00			
Week:		10/08/12	10/14/12	-----1				1	\$400.00			
Week:		10/15/12	10/21/12	-----1				1	\$400.00			
Week:		10/22/12	10/28/12	-----1				1	\$400.00			
Week:		10/29/12	11/04/12	-----1				1	\$400.00			
N 23	KOAT	09/30/12	11/04/12	Action 7 News @ 5p Sun	5-530p		:30			NM	6	\$3,300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		09/24/12	09/30/12	-----1				1	\$550.00			
Week:		10/01/12	10/07/12	-----1				1	\$550.00			
Week:		10/08/12	10/14/12	-----1				1	\$550.00			
Week:		10/15/12	10/21/12	-----1				1	\$550.00			
Week:		10/22/12	10/28/12	-----1				1	\$550.00			
Week:		10/29/12	11/04/12	-----1				1	\$550.00			
N 24	KOAT	09/30/12	11/04/12	5-6a	5-6a		:30			NM	6	\$1,050.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		09/24/12	09/30/12	-----1				1	\$175.00			
Week:		10/01/12	10/07/12	-----1				1	\$175.00			
Week:		10/08/12	10/14/12	-----1				1	\$175.00			
Week:		10/15/12	10/21/12	-----1				1	\$175.00			
Week:		10/22/12	10/28/12	-----1				1	\$175.00			
Week:		10/29/12	11/04/12	-----1				1	\$175.00			
N 25	KOAT	10/21/12	11/04/12	AFV	6-7p		:30			NM	3	\$8,400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		10/15/12	10/21/12	-----1				1	\$2,800.00			
Week:		10/22/12	10/28/12	-----1				1	\$2,800.00			
Week:		10/29/12	11/04/12	-----1				1	\$2,800.00			
N 26	KOAT	10/16/12	10/30/12	DWTS	8-9p		:30			NM	3	\$13,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												
Week:		10/15/12	10/21/12	-1-----				1	\$4,500.00			
Week:		10/22/12	10/28/12	-1-----				1	\$4,500.00			

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



KOAT
3801 Carlisle Blvd. NE
Albuquerque, NM 87107
(505)884-7777

www.koat.com

<u>Contract / Revision</u> 938958 /		<u>Alt Order #</u> 06259023
<u>Contract Dates</u> 09/25/12 - 11/06/12	<u>Product</u> Issue	<u>Estimate #</u> 1540 DSCC #1540
<u>Advertiser</u> Democratic Senatorial Ca		<u>Original Date / Revision</u> 08/02/12 / 08/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-1-----				1	\$4,500.00			
Totals											378	\$305,350.00

*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
08/27/12 - 09/30/12	42	\$34,800.00	\$29,580.00	\$2,070.60	\$31,650.60
10/01/12 - 10/28/12	240	\$195,850.00	\$166,472.50	\$11,653.08	\$178,125.58
10/29/12 - 11/05/12	96	\$74,700.00	\$63,495.00	\$4,444.65	\$67,939.65
Totals	378	\$305,350.00	\$259,547.50	\$18,168.33	\$277,715.83

Signature: _____ Date: _____

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